Enrollment Management Council Overview
2016-17

Enrollment Management Definition

“Enrollment management is an institution-wide, systematic, comprehensive, research-driven system designed to locate, attract, and retain the students the institution wishes to serve.”¹ In light of Baylor’s desire to provide students with a transformational education, this council will work to recruit, retain, and graduate an academically excellent and diverse student body. Enrollment Management also involves graduating alumni who have a high level of satisfaction and identification with their Baylor experience, thereby yielding committed constituents for years to come. Enrollment Management at Baylor entails making informed choices to work toward these goals.

Council Make-up

The Council involves a collaborative effort amongst representatives at the highest level from a. Academic Affairs (all 9 undergraduate units, Faculty Senate, Office of the Provost, Paul L. Foster Success Center, IRT, and Center for Global Engagement), b. Finance and Administration (Admissions, Undergraduate Enrollment, Student Financial Aid), c. Marketing and Communications, d. Student Life, e. Office of Constituent Engagement, and f. the student body.

Council Charge

This Council provides input and informs the decision-making process for managing the enrollment of the Baylor undergraduate student body. This Council is charged with forming and supporting our entire student body from recruitment (Freshmen and Transfers) through Orientation, Welcome week, New Student Experience, student success, enrichment, and engagement during the matriculation process, and timely degree completion. Since a key component of Enrollment Management involves the students Baylor brings in, a particular emphasis is placed on the marketing, recruitment, and admission of students who identify strongly with our Mission and who are likely to succeed and thrive in the Baylor environment.

Council Cycle

Normally the Executive Vice President & Provost and Senior Vice President for Operations & CFO will call a meeting several times per year. The Associate Vice Provost for Academic Enrollment Management and the Assistant Vice President for Undergraduate Enrollment will typically convene the meetings.

Enrollment Management Working Group

Throughout the year and with direction from the Enrollment Management Council, this separate Group will meet to design the specifics of strategy and implement stated goals. See attached Enrollment Management Working Group for responsibilities and cycle.